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## October 29–31, 2003

CHICAGO MARRIOTT DOWNTOWN  
CHICAGO, ILLINOIS



[www.privacyassociation.org](http://www.privacyassociation.org)  
1-800-266-6501

## FEATURED SPEAKERS INCLUDE

Wayne W. Abernathy, Assistant Secretary for Financial Institutions,  
Department of Treasury

Julie Brill, Esq., Assistant Attorney General, Vermont Attorney General's OfficeJ.  
Howard Beales, Director, Consumer Affairs Division, FTC

Richard M. Campanelli, Esq., Director, Office for Civil Rights,  
Department of Health and Human Services

Eileen Harrington, Associate Director, Division of Marketing Practices,  
Bureau of Consumer Protection, Federal Trade Commission

Nuala O'Connor Kelly, Esq., Chief Privacy Officer,  
Department of Homeland Security

Bill Lockyer, Esq., Attorney General, State of California

Joanne McNabb, Chief, California Office of Privacy Protection

Mike Pickens, President, National Assoc. of Insurance Commissioner,  
and Commissioner, Arkansas Department of Insurance

Marty Abrams, Executive Director, Center for Information Policy Leadership

Joe Alhadeff, Chief Privacy Officer, Oracle

Michael S. Becker, Chief Privacy Officer, GE Medical Systems

John Bentivoglio, Esq., Arnold and Porter

Louis Branz, Chief Privacy Officer, Edward Jones

Hans Peter Brondmo, Senior Vice President, Digital Impact

Herr Professor Doctor Alfred Büllesbach, Chief Data Protection Officer,  
DaimlerChrysler

Peter Cullen, Chief Privacy Strategist, Microsoft

Christine Frye, Chief Privacy Officer, Countrywide

Jean-Paul Hepp, Corporate Privacy Officer, Pfizer Inc.

David Hoffman, Group Counsel, eBusiness, and Director of Privacy,  
Intel Corporation

Sandra Hughes, Chief Privacy Officer, Procter & Gamble

Fran Maier, Executive Director, TRUSTe

Harriet Pearson, Chief Privacy Officer, IBM Corporation

Larry Ponemon, Chairman & Founder, Ponemon Institute

Martha Rogers, Ph.D., Partner, Pepper and Rogers Group

Agnes Bundy Scanlan, Managing Director and Chief Compliance Officer,  
FleetBoston Financial

Dale Skivington, Chief Privacy Officer, Eastman Kodak Company

Bennie Smith, Chief Privacy Officer, Doubleclick

Peter P. Swire, Esq., Professor, Moritz College of Law, Ohio State University

Chris Zoladz, Vice President, Information Protection, Marriott International

The challenges faced by privacy professionals are daunting. While public policy debates relating to privacy continue to rage at the local, national and international levels, today's privacy professional needs tools that can guide them through the gauntlet of existing laws and standards. We need effective answers to the questions raised while implementing privacy programs across our organizations. We need hand-on, real-world training.

The International Association of Privacy Professionals (IAPP) can help! The Privacy & Data Security Academy & Expo will provide you with answers to daily operational challenges with input from front-line experts. Through plenary sessions from internationally recognized privacy leaders and wide array of industry tracks, you will gain the background and knowledge you need on healthcare privacy, financial privacy, security, technology, marketing privacy and spam issues.

And as the world's largest association of privacy professionals, the IAPP offers unprecedented opportunities for you to connect and share your experiences with experts and colleagues in your field. The Academy will continue in this tradition with networking luncheons, receptions and ample opportunity to meet others in your field.

Register now to ensure your attendance at the Privacy & Data Security Academy & Expo, October 29 through 31, 2003, at the Chicago Marriott Downtown.

## CONTINUING EDUCATION CREDITS

We will be happy to provide you with a General Certificate of Attendance for Continuing Education Credits.

## SAVE THESE DATES!

### IAPP Audio Conferences:

*August 20, 2003 –*

RFIDs: Privacy Issues and Practical Guidance  
on Radio Frequency IDs

*August 21, 2003 –*

Canadian Privacy for US Privacy Professionals:  
What you need to know.

*September 4, 2003 –*

Security Compliance in California and Beyond

### IAPP Conference:

IAPP Privacy and Data Security Summit:  
Washington, DC, February 18 – 20, 2004

For information and registration, call 1.800.266.6501  
or 215.545.8990, Monday-Friday, 9 AM – 5 PM EDT.  
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## GOALS & OBJECTIVES

- To provide a comprehensive overview of privacy and data security operational standards
- To discuss the role of the Chief Privacy Officer in a variety of industries, including healthcare, financial services, governmental, marketing and e-commerce
- To discuss the intersection of privacy issues and security
- To analyze the key components of a privacy and data security program
- To provide a network of the nation's leaders in privacy and data security

## WHO SHOULD ATTEND

- Chief Executive Officers
- Chief Operating Officers
- Chief Privacy Officers
- Chief Security Officers
- Chief Technology Officers
- Chief Financial Officers
- Compliance Officers
- Corporate Counsel
- Attorneys
- Medical Directors
- Financial Services Executives
- E-Commerce Executives
- Hospital Executives
- Physicians
- Data Managers
- Ethics Officers
- Consultants
- Government Agency Employees
- Risk Managers
- Information Technology Department Managers
- GLB Project Managers
- Journalists
- Executive Recruiters
- Government Contractors

## EXHIBIT HALL HOURS

Thursday, October 30  
7:00 am – 8:00 pm

Friday, October 31  
7:00 am – 1:30pm

# Agenda

## Wednesday, October 29, 2003

### 1:00 pm PreConference Symposia

#### (Concurrent Sessions; Chose One Session Only)

##### Preconference I: Privacy Professional Boot Camp

Kirk Nahra, Esq., *Partner, Wiley Rein & Fielding, Washington, DC*  
Vince Schiavone, *President, ePrivacyGroup, and IAPP Executive Vice President, Paoli, PA*  
J. Trevor Hughes, *Executive Director, International Association of Privacy Professionals, York, ME (Moderator)*

##### Preconference II: TRUSTe Practical Privacy Workshop

###### Practical Privacy Issues

Joe Alhadeff, *Chief Privacy Officer, Oracle*  
Parry Aftab, *Executive Director, WiredSafety.org*  
Karla J. Lacey, *Graduate Management Admission Council*

###### Privacy Statements & Batteries.com Case Study

David Berland, *Editorial Director, ZDNet*  
Rebecca J. Richards, *Director of Policy and Compliance, TRUSTe*

###### Third Party Seals — how placement can impact email and website response

Ken Leonard, *CEO, ScanAlert*  
Kim Howell, *Microsoft*

###### Technology and Total Privacy

Brendon Lynch, *Director of Privacy & Risk Solutions, Watchfire*  
Steven B. Adler, *IBM Tivoli*  
Jeff Nicol, *CEO, Privacy Ready, LLC*

##### Preconference III: TRUSTe Workshop: Are you a Spammer?

###### Opening Remarks

Fran Maier, *TRUSTe*

###### Cost of Spam

Lynda Partner, *GotMarketing*  
Brian Sullivan, *America Online, Inc.*

###### Legal Compliance

Liisa M. Thomas, *Gardner Carton & Douglas, LLC*

###### Email Best Practices

Bennie Smith, *DoubleClick*  
Fran Maier, *TRUSTe*  
Patrick R. Peterson, *IronPort Systems, Inc.*

###### Technology and "lists" solving the problem

Hans Peter Brondmo, *Digital Impact*  
François Lavaste, *Vice President of Marketing, Brightmail*

##### Preconference IV: Governmental Privacy: Tools to Respond to the Privacy Act and eGov Requirements

###### Practical Applications of PIAs

Gerald W. Gates, *Chief, Policy Office, United States Census Bureau, Washington, DC*  
Mary Ronan, *Privacy Analyst, Internal Revenue Service, Washington, DC*  
Zoe Strickland, Esq., *Chief Privacy Officer, United States Postal Service, and Member, IAPP Board of Directors, Washington, DC*

###### Building a Privacy Program

Nuala O'Connor Kelly, Esq., *Chief Privacy Officer, Department of Homeland Security, Washington, DC*

###### OMB E-Government Guidance

Eva Kleederman, *Senior Privacy Policy Analyst, Information Policy and Technology, Office of Management and Budget, Washington, DC*

###### Machine Readable Policies and Governmental Authentication

Ari Schwartz, *Associate Director, Center for Democracy and Technology, Washington, DC*  
Brendon Lynch, *Director of Privacy & Risk Solutions, Watchfire, Waltham, MA*

### 5:00 pm Adjournment

## Thursday, October 30, 2003

### 8:00 am Welcome and Introduction

Agnes Bundy Scanlan, *Managing Director and Chief Compliance Officer, FleetBoston Financial, President, International Association of Privacy Professionals, Boston, MA (Conference Co-Chair)*

J. Trevor Hughes, Esq., *Executive Director, International Association of Privacy Professionals, York, ME (Conference Co-Chair)*

### 8:10 am Protecting Lives and Liberties

Nuala O'Connor Kelly, *Chief Privacy Officer, Department of Homeland Security, Washington, DC*

### 8:30 am Update from the FTC

Lee Peeler, *Deputy Director, Bureau of Consumer Protection, Federal Trade Commission, Washington, DC*

### 8:45 am Security of Personal Financial Information

Wayne A. Abernathy, *Assistant Secretary for Financial Institutions, Department of Treasury, Washington, DC*

### 9:00 am Update on State Privacy Issues

Joanne McNabb, MA, *Chief, California Office of Privacy Protection, Sacramento, CA*

Chris Larsen, *CEO, eLoan, Dublin, CA*

### 9:45 am Regulator Roundtable

Wayne A. Abernathy, *Assistant Secretary for Financial Institutions, Department of Treasury, Washington, DC*  
Diana ALONSO BLAS, LL.M., *Legal Affairs and Policy Officer, European Commission, Brussels, Belgium*  
Lee Peeler, *Deputy Director, Bureau of Consumer Protection, Federal Trade Commission, Washington, DC*  
Bill Lockyer, Esq., *Attorney General, State of California, Sacramento, CA*  
Joanne McNabb, MA, *Chief, California Office of Privacy Protection, Sacramento, CA*  
Nuala O'Connor Kelly, *Chief Privacy Officer, Department of Homeland Security, Washington, DC*  
Christine Varney, *Partner, Hogan and Hartson, Chairman of the Board, TRUSTe, Counsel, Liberty Alliance, Washington, DC*  
John Bentivoglio, Esq., *Partner, Arnold and Porter, Former Chief Privacy Officer, United States Department of Justice, and Member, IAPP Board of Directors, Washington, DC (Moderator)*

### 10:45 am Break

### 11:00 am Concurrent Sessions I

#### 1.01 Spam: Regulatory Update

Ponneh Aliabadi, *Collier Shannon Scott, PLLC, Washington, DC*  
Renard C. François, *Attorney, Division of Marketing, Federal Trade Commission, Washington, DC*  
D. Reed Freeman, Jr., *Partner, Collier Shannon Scott, PLLC, Washington, DC*  
Kathleen F. Tranelli, *Privacy and eCommerce Counsel, Eastman Kodak Company, Rochester, NY*

#### 1.02 Total Privacy: International Privacy - The Shape of the World

Diana ALONSO BLAS, LL.M., *Legal Affairs and Policy Officer, European Commission, Brussels, Belgium*  
Stewart Dresner, *Chief Executive, Privacy Laws and Business, Harrow, United Kingdom*  
Stephanie Perrin, *President, Digital Discretion, and Member, IAPP Board of Directors, Montreal, Quebec, Canada*

#### 1.03 Security: What Privacy Professionals Do and Don't Need to Know

Stephen Cobb, *Author, Privacy for Business: Web Sites and Email, Contributor, Computer Security Handbook, Fourth Edition, Paoli, PA*  
Chey Cobb, *Author, Network Security for Dummies, St. Augustine, FL*



#### **1.04 Financial Services: Bank Secrecy Act, Patriot Act and OFFAC**

James R. Richards, *Director of Financial Intelligence Unit, FleetBoston Financial, Boston, MA*

#### **1.05 Total Privacy: From Policy to Reality — Operationalizing Privacy**

Rena Mears, *Partner, Deloitte & Touche, San Francisco, CA (Moderator)*

#### **1.06 Technology: RFIDs — Privacy Implications of Radio Frequency IDs**

Chris Kelly, Esq., *Partner, Baker McKenzie, Palo Alto, CA*

Becky Burr, Esq., *Partner, Wilmer Cutler & Pickering, Member, IAPP Board of Directors, Washington, DC*

Sandra R. Hughes, *Global Privacy Executive, Procter & Gamble, Cincinnati, OH*

Dan Mullen, *CEO, AIM, Pittsburgh, PA*

### **Noon Networking Luncheon/Topic Tables**

#### **1:15 pm Concurrent Sessions II**

##### **2.01 Spam: Getting Delivered: Avoiding Black Holes, Black Lists and Black Eyes**

Hans Peter Brondmo, *Senior Vice President, Business Development, Digital Impact, San Francisco, CA*

Bennie Smith, *Chief Privacy Officer, Doubleclick, New York, NY*

Carl Hutzler (Invited), *Senior Manager of Mail Operations, AOL, Dulles, VA*

##### **2.02 Total Privacy: Nuts & Bolts I: Pulling Together Privacy Efforts Across an Organization**

Joseph Alhadeff, *Chief Privacy Officer and Vice President Global Public Policy, Oracle, Washington, DC*

Louis Branz, *Chief Privacy Officer, Edward Jones, Saint Louis, MO*

Amy Yates J.D., *Attorney, Office of General Counsel and Lead of Global Data Privacy Initiative, Hewitt Associates, LLC, Lincolnshire, IL*

Becky Burr, Esq., *Partner, Wilmer Cutler & Pickering, Member, IAPP Board of Directors, Washington, DC*

##### **2.03 Security: Authentication: Issues, Obstacles and Innovations**

David Hoffman, *Group Counsel, eBusiness, and Director of Privacy, Intel Corporation, Hillsboro, OR*

Christine Varney, *Partner, Hogan and Hartson, Chairman of the Board, TRUSTe, Counsel, Liberty Alliance, Washington, DC*

Ari Schwartz, *Associate Director, Center for Democracy and Technology, Washington, DC*

##### **2.04 Financial Services: FCRA: Where are We Now?**

L. Richard Fischer, Esq., *Partner, Morrison & Foerster, and Author, Law of Financial Privacy, Washington, DC*

Scott Alvarez, *Associate General Counsel, Federal Reserve Board, Washington, DC*

Julie Brill, Esq., *Assistant Attorney General, Vermont Attorney General's Office, Montpelier, VT*

##### **2.05 Healthcare: How is HIPAA Working?**

Kimberly S. Gray, Esq., *Chief Privacy Officer, Highmark, Inc., Camp Hill, PA*

Michael L. Silhol, Esq., *Vice President, Legal Operations, Triad Hospitals, Inc., Plano, TX*

Michael S. Becker, *Chief Privacy Officer, GE Medical Systems, Waukesha, WI*

##### **2.06 Technology: Code to The Rescue: Can Technology Solve Privacy Concerns?**

Peter Hope-Tindall, *Chief Privacy Architect, DataPrivacy Partners, Ltd., Mississauga, ON, Canada*

Steven B. Adler, *IBM Tivoli, Port Washington, NY*

Dan Jaye, *Chief Executive Officer, Permissus, Andover, MA*

#### **2:15 pm TRANSITION BREAK**

#### **2:30 pm Concurrent Sessions III**

##### **3.01 Spam: Managing the Rising Tide of Spam, as it Floods your Organization**

Tom Gillis, *Senior Vice President, IronPort Systems, San Bruno, CA*

François Lavaste, *Vice President of Marketing, Brightmail, San Francisco, CA*

Paul Judge, *Chief Technology Officer, Cipher Trust, Atlanta, GA*

Vince Schiavone, *President, ePrivacyGroup, and IAPP Executive Vice President, Paoli, PA (Moderator)*

##### **3.02 Total Privacy: Nuts & Bolts II: Promoting and Defending the Value of Privacy within your Corporation**

Gary Laden, *Director, Privacy Program, BBBOnline, Arlington, VA*

Harriet Pearson, *Vice President, Workforce and Chief Privacy Officer, IBM Corporation and Member, IAPP Board of Directors, Armonk, NY*

Dr. Larry Ponemon, *Chairman & Founder, Ponemon Institute, Tucson, AZ*

Dale Skivington, *Chief Privacy Officer, Eastman Kodak Company, and Member, IAPP Board of Directors, Rochester, NY*

##### **3.03 Security: The Future of Security and Privacy**

Steve Hunt, *Vice President and Research Leader, Forrester Research, Chicago, IL*

##### **3.04 Financial Services: The Telemarketing Sales Rule**

Katie Harrington-McBride, *Staff Attorney, Federal Trade Commission, Washington, DC*

Ron Plessner, Esq., *Partner, Piper Rudnick, Washington, DC*

##### **3.05 Healthcare: HIPAA for Employers**

Kirk Nahra, Esq., *Partner, Wiley Rein & Fielding, and Editor, IAPP Privacy Officers Advisor, Washington, DC*

Jon Neiditz, *Director and Practice Leader, HIPAA Advisory Services to Employers, PricewaterhouseCoopers, Atlanta, GA*

##### **3.06 Technology: Return of the Cookie: Spyware & Tracking Technologies**

Ari Schwartz, *Associate Director, Center for Democracy and Technology, Washington, DC*

Jeanne Sheldon, *Director, Microsoft, Redmond, WA*

Brendon Lynch, *Director of Privacy & Risk Solutions, Watchfire, Waltham, MA (Moderator)*

#### **3:30 pm TRANSITION BREAK**

#### **4:00 pm Afternoon Plenary Session**

J. Trevor Hughes, Esq., *Executive Director, International Association of Privacy Professionals, York, ME (Conference Co chair)*

#### **4:10pm National Privacy and Security Policy Dialog**

Peter P. Swire, Esq., *Professor, Moritz College of Law, Ohio State University, Consultant, Morrison & Foerster LLP, Formerly Chief Counselor for Privacy, U.S. Office of Management and Budget, Washington, DC*

#### **4:55pm Spam Debate**

Lee Peeler, *Deputy Director, Bureau of Consumer Protection, Federal Trade Commission, Washington, DC*

Hans Peter Brondmo, *Senior Vice President, Digital Impact, San Francisco, CA*

Ray Everett Church, Esq., *Chief Privacy Officer, ePrivacyGroup, and Counsel, Coalition Against Unsolicited Commercial Email, San Francisco, CA*

Phil Goldman, *Chief Executive Officer, MailBlocks, Los Altos, CA*

Declan McCullagh, *Senior Writer, CNET, Founder, Politech, Washington, DC*

Ron Plessner, Esq., *Partner, Piper Marbury, Washington, DC*

Neil Schwartzman, *Chair, Coalition Against Unsolicited Commercial Email (CAUCE) - Canada, Publisher, spamNEWS, Montreal, Quebec, Canada*

Vince Schiavone, *President, ePrivacyGroup, and IAPP Executive Vice President, Paoli, PA (Moderator)*

#### **6:00 pm Adjournment and Award Reception**

# Friday, October 31, 2003

## 7:00 am Breakfast

## 8:00 am Welcome and Introduction

Brenton Saunders, JD, MBA, *Partner, PricewaterhouseCoopers, and Founder and President-elect, International Association of Privacy Professionals, Florham Park, NJ*

## 8:05 am Privacy as a ROI Driver

Peter Cullen, *Chief Privacy Strategist, Microsoft, Redmond, WA*

## 8:30 am Trust and the Value of Privacy

Dr. Larry Ponemon, *Chairman & Founder, Ponemon Institute, Tucson, AZ*

## 9:00 am Privacy and Marketing

Martha Rogers, Ph.D., *Partner, Pepper and Rogers Group, Adjunct Professor, Fuqua School of Business, Duke University, and Author, 1 to 1 B2B, Bowling Green, OH*

## 10:15 am Living Between the Crosshairs: Privacy for Insurers

Audrey Samers, *New York Insurance Deputy Superintendent and General Counsel, New York, NY*

Carole Deschambault, *President, Association of Insurance Compliance Professionals, Portland, ME (Moderator)*

*Sponsored by the Association of Insurance Compliance Professionals*

## 10:45 am Security and Technology Update

Stewart A. Baker, Esq., *Partner, Steptoe & Johnson, and Former General Counsel, National Security Administration, Washington, DC*

## 11:15 am TRANSITION BREAK

## 11:30 am Concurrent Sessions IV

### 4.01 Spam: Honoring Customer Choice: Your Best Weapon Against Spam Complaints

Michelle Zeller, *Director, Customer Relationship Marketing, Eastman Kodak Company, Rochester, NY*

Kathleen F. Tranelli, *Privacy and eCommerce Counsel, Eastman Kodak Company, Rochester, NY*

### 4.02 Total Privacy: The AICPA Enterprise Privacy Framework — A New Model for Enterprise Privacy Management

Ken Askelson, *CIA, CITP, CPA, Audit Manager—Information Technology, JCPenney Company, Plano, TX*

Brian Tretick, *Principal, Ernst & Young, McLean, VA*

### 4.03 Security: Security Compliance — California and Beyond

Stewart A. Baker, Esq., *Partner, Steptoe & Johnson, and Former General Counsel, National Security Administration, Washington, DC*

### 4.04 Financial Services: GLBA and the Safeguard Rule

Laura D. Berger, *Attorney, Federal Trade Commission, Division of Financial Practices, Washington, DC*

James Mann, Esq., *Partner, Wilmer Cutler & Pickering, Washington, DC*

### 4.05 Healthcare: HIPAA and Research

Jessica Blazer, *Counsel, Law and Regulatory Affairs, Aetna, Blue Bell, PA*

Rachel Nosowsky, Esq., *Assistant General Counsel, University of Michigan, Ann Arbor, MI*

### 4.06 Technology: Who is Watching You? The What, Why and How of Tracking Employees

Michael Geist, *Technology Counsel, Osler, Hoskin & Harcourt, and Canada Research Chair in Internet and E-commerce Law, University of Ottawa, Ottawa, Ontario, Canada*

Herr Professor Doctor Alfred Büllsbach (Invited), *Chief Data Protection Officer, DaimlerChrysler, Stuttgart, Germany*

## 12:30 pm Networking Luncheon

## 1:15 pm Afternoon Plenary Session

Chris Zoladz, *Vice President, Information Protection, Marriott International, and Treasurer, IAPP Board of Directors, Bethesda, MD (Co chair)*

## 1:30 pm Privacy Professional Roundtable

Joseph Alhadeff, *Chief Privacy Officer and Vice President Global Public Policy, Oracle, Washington, DC*

Peter Cullen, *Chief Privacy Strategist, Microsoft, Redmond, WA*

Michelle Dennedy, *Chief Privacy Officer, Sun Microsystems, Menlo Park, CA*

Christine Frye, *Chief Privacy Officer, Countrywide Financial Corporation, Calabasas, CA*

Jean-Paul Hepp, *Corporate Privacy Officer, Pfizer Inc., and Member, IAPP Board of Directors, New York, NY*

David Hoffman, *Group Counsel, eBusiness, and Director of Privacy, Intel Corporation, Hillsboro, OR*

Harriet Pearson, *Vice President, Workforce and Chief Privacy Officer, IBM Corporation, and Member, IAPP Board of Directors, Armonk, NY*

Zoe Strickland, *Chief Privacy Officer, United States Postal Service, Member, IAPP Board of Directors, Washington, DC*

Chris Zoladz, *Vice President, Information Protection, Marriott International, and Treasurer, IAPP Board of Directors, Bethesda, MD*

John Kamp, Esq., *Of Counsel, Food & Drug, Privacy, Government Affairs and Advertising Practices, Wiley, Rein and Fielding, Washington, DC (Moderator)*

## 2:45 pm TRANSITION BREAK

## 3:00 pm Concurrent Sessions V

### 5.01 Spam: What to Expect in the Coming Years: Paid Delivery? Legislation? Filtering? — Experts Look Ahead.

Dr. Jan Sundgren, *Industry Analyst, Forrester Research, Cambridge, MA*

Andrew Konstantaras, *Executive Director, Internet Law and Policy Forum, Seattle, WA*

### 5.02a Total Privacy: Centralizing Employee Databases and Employee Monitoring

Becky Burr, Esq., *Partner, Wilmer Cutler & Pickering, Board Member, IAPP, Washington, DC*

Michael Geist, *Technology Counsel, Osler, Hoskin & Harcourt, and Canada Research Chair in Internet and E-commerce Law, University of Ottawa, Ottawa, Ontario, Canada*

Chris Kuner, Esq., *Partner, Hunton & Williams, Brussels, Belgium*

### 5.02b Total Privacy: 2003 Study of Corporate Privacy Practices

Dr. Larry Ponemon, *Chairman & Founder, Ponemon Institute, Tucson, AZ*

### 5.03 Security: Security Standards of Due Care: FTC Perspectives

Dean Forbes, *Attorney, Federal Trade Commission, Washington, DC*

### 5.05 Healthcare: Security for Healthcare

Linda Malek, *Partner, Moses & Singer, New York, NY*

John C. Parmigiani, MS, BES, *National Practice Director, Regulatory and Compliance Services, CTG HealthCare Solutions, Inc., and Former Director of Enterprise Standards, HCFA, Ellicott City, MD*

### 5.06 Technology: Do you know where your customers are? Geo-Privacy in a Digital World

Marty Abrams, *Senior Policy Advisor and Executive Director, The Center for Information Policy Leadership, and Partner, Hunton & Williams, Plano, TX*

Rebecca J. Richards, *Director of Policy and Compliance, TRUSTe, Washington, DC*

## 4:00 pm Adjournment

## Concurrent Session Tracks at a Glance

### Spam Track

**1.01**  
Regulatory Update

**2.01**  
Getting Delivered: Avoiding  
Black Holes, Black Lists  
and Black Eyes

**3.01**  
Managing the Rising Tide  
of Spam, as it Floods your  
Organization

**4.01**  
Honoring Customer Choice:  
Your Best Weapon Against  
Spam Complaints

**5.01**  
What to Expect in the  
Coming Years: Paid Delivery?  
Legislation? Filtering?

### Total Privacy Track (Everything a Privacy Professional Needs to Know!)

**1.02** International Privacy  
— The Shape of the World

**2.02**  
Nuts & Bolts I — Pulling  
Together Privacy Efforts  
Across an Organization

**3.02**  
Nuts & Bolts II:  
Promoting and Defending  
the Value of Privacy  
within your Corporation

**4.02**  
The AICPA Enterprise  
Privacy Framework —  
A New Model for Enterprise  
Privacy Management

**5.02a**  
Centralizing Employee  
Databases and  
Employee Monitoring

**5.02b**  
2003 Study of  
Corporate Privacy  
Practices

**1.05** Total Privacy:  
From Policy to Reality —  
Operationalizing Privacy

### Security Track

**1.03**  
What Privacy  
Professionals Do and  
Don't Need to Know

**2.03**  
Authentication - Issues,  
Obstacles and Innovations

**3.03**  
The Future of  
Security and Privacy

**4.03**  
Security Compliance —  
California and Beyond

**5.03**  
Security Standards of  
Due Care: FTC Perspectives

### Financial Services Track

**1.04**  
Bank Secrecy Act,  
Patriot Act and OFFAC

**2.04**  
FCRA: Where are We Now?

**3.04**  
The Telemarketing  
Sales Rule

**4.04**  
GLBA and the  
Safeguard Rule

**4.02** Total Privacy:  
The AICPA Enterprise Privacy  
Framework — A New Model for  
Enterprise Privacy Management

### Healthcare Track

**2.05**  
How is HIPAA Working?

**3.05**  
HIPAA for Employers

**4.05**  
Security for Healthcare

**5.05**  
HIPAA and Research

### Technology Track

**1.06**  
RFIDs — Privacy  
Implications of Radio  
Frequency IDs

**2.06**  
Code to The Rescue:  
Can Technology Solve  
Privacy Concerns?

**3.06**  
Return of the Cookie:  
Spyware & Tracking  
Technologies

**4.06**  
Who is Watching You?  
The What, Why and How  
of Tracking Employees

**5.06**  
Do you know where  
your customers are?  
Geo-Privacy in a Digital World

#### FAX REGISTRATION

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#### METHOD OF PAYMENT FOR TUITION

Make payment by check, money order, MasterCard, Visa or American Express. A \$20 fee will be charged for any returned checks. Credit card information must be given to secure your registration if check/money order is not included with the registration form. If payment is not received 7 days prior to the Summit, credit card payment will be processed.

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Expenses of training including tuition, travel, lodging and meals, incurred to maintain or improve skills in your profession may be tax deductible. Consult your tax advisor.  
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#### CANCELLATIONS/SUBSTITUTIONS

No refunds will be given for "no-shows" or for cancellations.

You may send a substitute; please call the IAPP Office at 1-800-266-6501.

Program subject to change. No refunds given for no-shows or cancellations.

Executed registration form, online registration and email confirmation constitute binding agreement between the parties.

#### FOR FURTHER INFORMATION

Call 1-800-266-6501 or visit our website at [www.privacyassociation.org](http://www.privacyassociation.org)

#### HOTEL ACCOMMODATIONS

Special rates of \$179 (plus tax) per single per night, and \$179 (plus tax) per double per night have been arranged for the Privacy Academy. There are a limited number of rooms available at the special rate. Please make your reservations directly with the Chicago Marriott Downtown and mention the Privacy & Data Security Academy to receive the reduced rate. Reservations will be accepted until Tuesday, October 7, 2003. After that, reservations will be accepted on a space-available basis only.

**Chicago Marriott Downtown**  
540 N. MI Avenue, Chicago, IL 60611  
Reservations: 800-228-9290 or 312-836-0100

## Registration Form for the Privacy & Data Security Academy & Expo

### 1: PLEASE COMPLETE THE FOLLOWING

NAME OF REGISTRANT \_\_\_\_\_

TITLE \_\_\_\_\_

NAME OF COMPANY \_\_\_\_\_

☐ Work Address or ☐ Home Address (List only preferred mailing address) \_\_\_\_\_ FIRST NAME AS IT WILL APPEAR ON YOUR BADGE \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

DAYTIME PHONE ( ) \_\_\_\_\_ FAX ( ) \_\_\_\_\_ E-MAIL \_\_\_\_\_

☐ SPECIAL DISABILITY NEEDS \_\_\_\_\_

### 2: REGISTRATION FEES

**Preconference Only** ☐ \$345 Choose One Only:

☐ I: Privacy Professional Boot Camp

☐ II: TRUSTe Workshop: Practical Privacy Workshop

☐ III: TRUSTe Workshop: Are you a Spammer?

☐ IV: Governmental Privacy: Tools to Respond to the Privacy Act and eGov Requirements

**Conference Only (does not include Preconference):**

**IAPP Member Registration**

☐ Thru Sept. 26, 2003 \$895

☐ After Sept. 26, 2003 \$995

**TO REGISTER ONLINE, VISIT OUR WEBSITE  
AT [WWW.PRIVACYASSOCIATION.ORG](http://WWW.PRIVACYASSOCIATION.ORG)**

**Non-Member Registration**

☐ Thru Sept. 26, 2003 \$1045

☐ After Sept. 26, 2003 \$1145

**ASSOCIATION MEMBERSHIP OPTION:** For an additional \$150, plus the non-member registration fee, join the International Association of Privacy Professionals (Regular membership: \$249)

☐ Yes, add \$150 to my non-member registration. I'd like to become a member of IAPP. NOTE: This offer is for new members only; membership renewals are not eligible.

### 3: PAYMENT OPTIONS

Please enclose payment with your registration and return it to the conference registrar at the address below, or fax your credit card payment to 215-545-8107.

☐ Check/money order enclosed (checks payable to Privacy & Data Security Academy)

☐ Credit card: ☐ American Express ☐ Visa ☐ MasterCard

TOTAL \$ \_\_\_\_\_ ACCOUNT No. \_\_\_\_\_

NAME OF CARDHOLDER \_\_\_\_\_ EXP. DATE \_\_\_\_\_ / \_\_\_\_\_

SIGNATURE OF CARDHOLDER \_\_\_\_\_

REGISTRANT SIGNATURE \_\_\_\_\_

How did you learn about this conference? ☐ Brochure ☐ Magazine Ad  
☐ Friend/Colleague ☐ E-mail Notice

**SPONSORSHIP & EXHIBIT OPPORTUNITIES:** There are excellent sponsorship and exhibit opportunities available for the IAPP Privacy and Data Security Academy and Expo. Please contact Joni Lipson at 800-266-6501 or [joni.lipson@rmpinc.com](mailto:joni.lipson@rmpinc.com) for more information.

**PRIVACY STATEMENT:** The International Association of Privacy Professionals will treat any information of its members and conference attendees as confidential and will not disclose it to any third party (other than in connection with IAPP co-sponsored conferences) without consent. We do not rent, sell or otherwise disclose personal information for non-conference related mailings.

**CONCURRENT SESSIONS —**  
Choose one for each time slot:

**Thursday, Oct. 30, 2003**

**11:00 am CONCURRENT SESSIONS I**

☐ 1.01 ☐ 1.02 ☐ 1.03 ☐ 1.04 ☐ 1.05 ☐ 1.06

**1:15 pm CONCURRENT SESSIONS II**

☐ 2.01 ☐ 2.02 ☐ 2.03 ☐ 2.04 ☐ 2.05 ☐ 2.06

**2:30 pm CONCURRENT SESSIONS III**

☐ 3.01 ☐ 3.02 ☐ 3.03 ☐ 3.04 ☐ 3.05 ☐ 3.06

**Friday, Oct. 31, 2003**

**11:30 am CONCURRENT SESSIONS IV**

☐ 4.01 ☐ 4.02 ☐ 4.03 ☐ 4.04 ☐ 4.05 ☐ 4.06

**3:00 pm CONCURRENT SESSIONS V**

☐ 5.01 ☐ 5.02a ☐ 5.02b ☐ 5.03 ☐ 5.05 ☐ 5.06

Please return your application and full payment by: Fax 215-545-8107  
Phone: 800-266-6501

Or mail this form with correct tuition fee (U.S. funds) to: Conference Office, 1211 Locust Street, Philadelphia, PA 19107

Telephone registrations must be confirmed by fax or e-mail. We cannot guarantee your attendance unless payment is received with your registration.

**For More Information:**

Call 800-266-6501 or send e-mail to [info@privacyassociation.org](mailto:info@privacyassociation.org). Visit our website at [www.privacyassociation.org](http://www.privacyassociation.org).

**Tax Deductibility:** Expenses of training, including tuition, travel, lodging and meals, incurred to maintain or improve skills in your profession, may be tax deductible. Consult your tax advisor. Federal Tax ID: 91-1892021

**Cancellation Policy:** Registration fees are not refundable, but are transferable to a person in the same company.

Program subject to change. No refunds given for no-shows or cancellations. Executed registration form, online registration and email confirmation constitute binding agreement between the parties.